

Observances and events DECEMBER

Safe Toys & Gifts Month
Prevent Blindness America
www.preventblindness.org

Dec. 5 - 11
National Hand Washing Awareness
Week
Henry the Hand Foundation
www.henrythehand.com

Dec. 16
[National PTA Hearst Award](#)

Nov 25, 2011 - Jan. 2, 2012
Tie One On For Safety Campaign
Attach a red ribbon to your car, and
drive safe and sober. Mothers Against
Drunk Driving (MADD) www.madd.org

LOOKING AHEAD

Jan. 11, 2012
[CDE Grant Applications](#) for After
School Safety and Enrichment for
Teens (ASSETs) grant and 21st
Century Community Learning Centers
(21st CCLC) funding

Feb. 1, 2012
Fuel Up to Play 60 grant
www.FuelUptoPlay60.com

March 30, 2012
ACS-PTA [School Wellness
Recognition](#)

Get Fit This Holiday Season with MTV's Saran Dunmore!

Personal Trainer Saran Dunmore, of
MTV's highly-rated "I Used To Be Fat,"
shares fun tips to keep your kids active
and entertained during the holiday
break. [Watch now! >>>](#)

Tips for Healthy Holiday Celebrations

Plan a holiday celebration for your
child's classroom using these nutritious
tips. They're great for holidays,
birthdays and celebrations any day of
the year. [Check them out. >>>](#)

PTA Health webpage updated, more to come

The health [special projects](#) webpage
now includes multiple grant
opportunities for PTAs.

Apply for the \$2,000 Hearst Award!

Applications due Dec. 16, 2011, 3:00 p.m. PST

The **National PTA Phoebe Apperson Hearst Innovation in Family Engagement Award**, \$2000, celebrates achievement in building effective family-school partnerships. Add a Health Fair for families. [>>> Read More](#)

Now Accepting Nominations for PTA Advocacy Awards

Applications due Jan. 10, 2012

National PTA will honor outstanding advocacy on behalf of every child at the 2012 National PTA Legislative Conference. The three awards will honor an individual, a local/district/regional PTA, and a statewide PTA. Nominate an individual or PTA who has advocated on health and whole child issues. [>>> Read More](#)

How Kids Learn: A San Francisco Bay area one-day conference

When: Friday, Jan. 27, 2012

Where: The David Brower Center, downtown Berkeley

This [one-day conference](#), presented by leading experts in brain research, will inform and energize those interested in current knowledge on how children learn and share innovative approaches to promote learning outside of the classroom.

Learn more and [register >>](#)

Download a [conference flier >>](#)

CALIFORNIA CANCER RESEARCH ACT



The California Cancer Research Act (CCRA) is a qualified ballot initiative that will be placed before voters in the June 2012 election. Through a \$1 per-pack tax on cigarettes, the CCRA delivers more than \$855 million per year to pursue potential cures of cancers and other tobacco-attributed diseases including heart disease, drive down smoking rates by investing in proven smoking cessation and tobacco-control efforts, and assist tobacco-law enforcement.

California State PTA has endorsed the [CCRA](#) initiative. PTAs are encouraged to become involved locally now and to inform and encourage members to volunteer.

www.CaliforniansForACure.org

School Wellness Recognition Program

Applications due March 30

The 2011-2012 School Wellness Recognition Program is sponsored by the American Cancer Society (ACS) in collaboration with the California State PTA and California Action for Healthy Kids. The program is designed to recognize and applaud schools that are making significant improvements in their school environments related to healthy eating, physical activity, and tobacco-free lifestyles. PTA and ACS want to motivate and empower California schools to "step up" and create healthy school environments. PTAs will be recognized in the spring.

For information, visit <http://www.capta.org/sections/programs/h-special-projects.cfm>, or phone (510) 464-8146, or email david.saunders@cancer.org. To register your school, complete the Recognition Program application by **March 30, 2012**. Apply here: www.surveymonkey.com/s/SWRP

Children and physical activity

PBS Teachers offers a look at the importance of movement and provides [classroom-integrated lesson ideas](#) for social studies, language arts, physical education, mathematics, and art curricula using the thematic approach and the shared integration model.

Saskatchewan in motion: Tools to get students to move it!

Saskatchewan *in motion* is aimed at increasing physical activity for health, social, economic, and environmental benefits. This Canadian [resource](#) is aimed at helping **secondary** teachers increase physical activity and identifies five stages of change. It also provides practical ideas to help encourage students to move through each stage to achieve lifelong physically active behavior.

Blogs with PA messages

Sponsored by whole child partners the National Association for Sport and Physical Education and SPARK, [NASPE-Talk](#) is a social networking community for physical and movement education, recreation, dance, adapted physical activities, and adapted physical education. Learn how you can fit physical activity into your life, your way, through the U.S. Department of Health and Human Services' [Be Active Your Way](#) blog, particularly posts focusing on [schools](#).

Let's Move in School Update

The *Let's Move in School – Parents Toolkit* is designed to assess the level of physical education/activity currently provided by schools. PTA members can use the toolkit to create awareness of the benefits of a school-based comprehensive physical activity program and offer steps to increase physical education/activity in school. The goal is to ensure that students participate in 60 minutes of moderate-to-vigorous physical activity daily, are fully physically educated, and well-equipped for a lifetime of physical activity. Visit: <http://www.aahperd.org/letsmoveinschool/tools/pta-ptoolkit.cfm>

School Wellness Policy

What do you know about your district's school wellness policy? Compare yours to the newly revised policy from the California School Boards Association. Does your PTA appoint a parent to serve on the superintendent's school wellness council? Topics include health, prevention and safety. The health of students significantly impacts their ability to achieve academic success. Creating and sustaining a healthy school environment plays a critical role in providing high-quality education to all children. www.csba.org/en/EducationIssues/EducationIssues/Wellness.aspx



Rewards for improving indoor air quality

Nominations open Jan. 2012

Asthma is one of the most common chronic conditions of childhood, and is the leading cause of school absenteeism due to chronic illness. In California, about 17 percent of school-aged children (ages 5-18) have asthma. California schools lose approximately \$31 million each year in lost revenue as a result of asthma-related student absences.

The California Department of Public Health presents the Achievements in Respiratory (AIR) Health Awards to California K-12 schools that have engaged in successful efforts to improve indoor air quality (IAQ) and create asthma-safe environments for students and school staff. All K-12 public and private schools are eligible for the award.

Up to 15 California schools and three school districts receive a monetary prize at the following levels. You are invited to submit nominations.

- **School District Award** \$5,000
- **School Awards** \$1,000 to \$2,000

Award-winning schools and districts also receive a trophy and acknowledgment in the press.

Visit www.californiabreathing.org.



Immunize against meningococcal disease

Meningococcal disease is a rare, but potentially fatal bacterial infection that can take a child's life in just one day. Studies show preteens and teens are at increased risk for contracting the disease and are more likely to die than other age groups. The Centers for Disease Control and Prevention (CDC) recommends meningococcal vaccination for preteens and teens. However, in California, nearly a third of preteens and teens 13 through 17 years of age have not been vaccinated against meningococcal meningitis, which is below national public health goals.

The awareness program features a variety of ready-to-use materials – posters, consumer brochures, and fact sheets – to help inform the community. Materials are available in English and Spanish and can be ordered (free shipping) or downloaded from www.VoicesOfMeningitis.org. Additionally, the website features compelling downloadable videos from families personally affected by the disease and offers additional information about meningococcal meningitis and vaccination.

Voices of Meningitis brings together the many “voices” of meningitis – school nurses, parents whose children have been affected by the disease, survivors of meningococcal meningitis, and public health professionals – to raise awareness about the dangers of meningococcal meningitis and the importance of prevention for preteen and teenage children.

National Association of School Nurses (NASN)
Deena Kimball – (212) 886-2219 or dkimball@cooneywaters.com.

We're Not Buying It

Watch "[We're Not Buying It: Stop Junk Food Marketing to Kids](#)" a video highlighting deceptive marketing to children, debunking industry claims, and exploring the latest research. [Join others in telling the president to stand up for the health of our kids.](#)

Mapping School Food

Mapping School Food looks at the problems and issues faced by school decision-makers who draft and enforce school food policies. [Mapping School Food](#) is based on interviews and case studies and is designed to help you navigate the legal and policy complexities of school food. This guide is a good first step in learning to implement changes in school foods.



The Centers for Disease Control and Prevention helps you maximize your benefit from fruits and vegetables without overspending. Click [here](#) for the CDC website to start saving today.

California State PTA Health Commission

Vice President – Linda Mayo
health@capta.org

Commissioners:

Barbara Counts, Heidi Davis, Scott Folsom, Jamie Hintzke, Carla Niño

District Presidents: Lara Eisenbarth, Dale Simmons, Tami Suber

Student Representative:

Dimiter Radonov

Health Advocate: Cathy Hall

Sight for Students

Low-income students under age 18 can qualify for a gift certificate for an eye exam (and glasses if needed) from a participating VSP eye doctor.

[Sight for Students](#) is a VSP charity that provides free vision exams and glasses to low-income, uninsured children.

Green Ribbon Schools Recognition Award

The U.S Secretary of Education opened the pilot year of the Green Ribbon Schools award to recognize the highest performing green schools in the nation. The award recognizes exemplary achievement in environmental impact, health and education. The standards and resources that the award highlights advance the complementary aims of cutting school costs, saving jobs; fostering health, wellness and productivity; providing a well-rounded education, increasing STEM skills, and ensuring students' college and career preparedness.

Learn more: <http://www2.ed.gov/programs/green-ribbon-schools>

Fuel Up to Play 60

Applications due Feb. 1 and June 1, 2012

The National Dairy Council and the National Football League have developed Fuel Up to Play 60, a free in-school nutrition and physical activity program. Fuel Up to Play 60 is accepting applications for its nationwide competitive funding initiative for schools enrolled in the in-school wellness program. All U.S. schools can enroll in the free program and are thus eligible to apply for funding up to \$4,000. Funds can be used for a variety of activities and tools, from resources that help enhance students' healthy eating habits to items that help schools address students' physical activity needs. Applications are due **Feb. 1** and June 1, 2012. For information and the application visit www.FuelUptoPlay60.com

The School Garden Grant Program

Applications due Dec. 31, 2011

The School Garden Grant Program is a collaboration between Whole Kids Foundation, Whole Foods Market and FoodCorps. Thanks to the generosity of Whole Foods Market customers, Whole Kids Foundation is able to provide grants of \$2,000 to support school garden projects in the U.S., U.K. and Canada. *Learn more, click [here](#).*

NGA/Mantis: Mantis Award

Applications due March 1, 2012

The National Gardening Association Mantis Awards support garden projects that enhance the quality of life in their host communities. NGA selects 25 outstanding applicants to receive Mantis tiller/cultivators. Applicants must operate a charitable or educational program that is not-for-profit.

www.kidsgardening.org/grants/2012-mantis-awards-community-and-youth-gardens

The Collective Brands Foundation Grants

Applications due Feb. 13, 2012

The Collective Brands Foundation invests financially in nonprofit organizations that fit within one of the Foundation's focus areas. Areas of focus include children's physical activity and fitness. *Learn more, click [here](#).*

ING Run For Something Better® School Awards Program

Applications due: rolling

ING Run for Something Better®, in partnership with the National Association for Sport and Physical Education (NASPE), seeks to increase physical activity in students and help fight childhood obesity nationwide through the creation of school-based running programs. A minimum of 50 grants up to \$2,500 each will be awarded to schools that desire to establish a school-based running program. *Learn more, click [here](#).*

MetLife Foundation Healthy Habits Grants

Applications due: rolling

The Healthy Habits program supports organizations that promote healthy lifestyles, especially among children. *Learn more, click [here](#).* For more information on grant opportunities, click [here](#) to visit the BOOST Collaborative website.